SHORT SYNOPSIS

On

A Study on the relationship of Consumer Attitude with Behavioural Intention in Green Food Product

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BY

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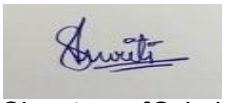
DECLARATION BY THE SCHOLAR

I declare that the Synopsis entitled **"**A Study on the relationship of Consumer Attitude with Behavioural Intention in Green Food Product**"** is prepared under the supervision of Dr. Animesh Singh & Dr. RAJAT GERA and submitted for the approval of Departmental Research Committee (DRC).

Signature of Supervisor

Signature of Co-Supervisor



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Introduction

In current scenario, academics, corporate, media, government and non-governmental organizations were interested in creating a healthy and sustainable environment. In current situation, scholastics, corporate, media and government and non-legislative associations were keen on making a sound and feasible condition. “The continuous deterioration of the natural environment has raised the issue of protecting the natural environment, which in turn resulted in ethical consumption known as green consumerism” ‘(Moisander, 2007)’. Green usage is pulling more prominent consideration from both academics and practitioners. It has also transformed consumer’s preferences, attitudes and behavioural intention towards green products. (Kim and Chung, 2011). Besides, consumers’ are exhibiting marked awareness and preference not only for green-labeled products but also stores and marketers that promote and advertise green products. “Green consumption, as an offshoot of ‘Ethical consumption’ (Carrington et al., 2010) has rapidly expanded in the developed nations and gathering strong foothold in the developing nations, such as India” ‘(Raghavan and Vahanti, 2009)’. “Therefore, understanding the consumers' perspective towards intention to purchase green products is very crucial for the marketers (Chan Lau, 2002) as it helps to formulate suitable strategies for developing markets for green products”. Green marketing must try to achieve ‘triple bottom’ - “People, Planet and Profit”

In recent times, market of green food products (i.e. in general terms, organically grown food products), have become widely popular (19% of FMCGs market share), especially in the metropolitan cities of India, they are seen to be increasingly healthier, nutritious and superior to

non-natural nourishments. But despite the rising popularity, the purchase inclination for these green food products is not in tune. “It has been asserted that although the concept of green/organic food is well recognized by most of the consumers worldwide (Roddy et al., 1996); the percentage of consumers who actually buy organic food on regular basis is very less” ‘(Grunert, 1993; Wandel and Bugge, 1997; Roddy et al., 1996; Fotopoulos and Krystallis, 2002)’. “Understanding the determinants of consumer's green purchase behavior may also help in eliminating the obstacles in green consumption” (Welsch and Kühling, 2009).

“Green/Organic food purchases are perceived favorably as their consumption contributes to social benefits (environmentally) and personal benefits (health)" ‘(Straub, M. O., & Thomas sin;, P. J.2006)’. The majority of green food products consisting of snack food, frozen food, canned food, soft drinks, cereals, juices, coffee, chocolate, food for children, dairy products, marine food, fresh meat & vegetables are of high quality compared to conventional alternatives. Baranski (2014) recommends that opting green food is aligned with the consumption of nutritionally desirable antioxidants that boosts the immune system and reduces risks of heart diseases. It prevents premature ageing, cancer, ensures safe and healthy world for future generation and also promotes animal welfare. A consumer who adopts green purchase behavior will encourage healthier communities; thereby promote well being for himself, his family and society. It will not be wrong to say that green food products consumption will go a long way leading to sustainable development with immense benefits to the consumers and society at large. It will also guide consumers towards the socially responsible purchase consumption and disposal of products, especially in the Indian context.

Past studies on green purchase behavior of consumers were mostly carried out in the regards to created countries and demonstrate their frame of mind & perspective to- wards purchasing green items. “Whereas in the Indian context, a developing nation, there are very few studies that have focused on the consumers' behavior towards buying green products” ‘(Khare, 2015; Paul et al.; 2016)’. So, presently research intends to assess consumers green marketing perceptions shaping their attitude towards green products relative to their counterparts traditional products and finally translating into purchase intention & then behaviour lines widely acclaimed theory of planned behavior (TPB) framework.

Thus, main takeaways from this study will relate delineation of green purchase behavior of consumers' using TPB framework in the Indian setting will be more comprehensive evaluation of Indian consumer’s attitude and purchase intention and behavior especially for green food products category. None of the studies have extended the basic constructs of TPB model i.e. Attitude, Subjective Norms and Perceived Behavioral Control. This study will include an extend TPB model for 1. Situational Influence 2. Collectivism & LTHO.

Further these will be validated to derive a model for the study.

Concept of Green Marketing & Green Products

Green marketing alludes the fulfillment of consumer needs, wants, and desires in conjunction protection & preservation of natural environment. It has been contended that Green marketing controls the 4 components of the marketing mix i.e; product, price, promotion and distribution in order to move products and administrations offering predominant ecological advantages as reduced waste, expanded energy efficiency, and/or reduced emission of lethal substances.

Green marketing developments can be separated into three stages:

1. The primary stage "Ecological" green marketing. All marketing activities aimed this period were concerned with solving condition issues and give solutions.
2. Second stage "Environmental" green marketing concentrated on clean innovation, which included plan of creative new products that address pollution & waste issues.
3. The third stage "Sustainable" green marketing.

Late 1990s and mid 2000, it became prominent.

Definitions of Green Marketing

According to the AMA, "*green marketing is the marketing of products that are presumed to be environmentally safe"*. Green marketing therefore includes wide range of activities which also included product modifies, production process changes, packaging changes and advertising modification.

'Polonsky in an edited book of K. Suresh defined Green marketing, *"All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the natural environment."* Green marketing includes the development, promotion of products and services, which meets requirements of Quality, Performance, Affordable Pricing and Convenience without having detrimental input on the environment.

Green Products

There is no broad concession to what precisely makes a product green. Some broad rules incorporate that a green product:

- Does not pose wellbeing risk to individual or creatures
- Moderately proficient in the utilization of assets during production, use & transfer
- Does exclude materials got from jeopardized species or undermined environments
- Does not add to unnecessary waste its utilization or packaging
- Does not depend on superfluous utilization of creatures or their cruelty
- Other great green features are the fuse of reused materials into the item and the items possess recyclability.

Overview of FMCG Segment in India

Fast Moving consumer goods segment in India is the fourth largest segment in the country with the absolute market size of more than Rs86000 crore. The segment is also known as Consumer Packaged Goods Industry dealing in production, distribution and marketing of packaged products. Despite its growing size, the sector's contribution to India's GDP is 2.2 % with the urban segment contributing the maximum amount to revenue. The segment accounts for almost 5% of the total factory employment in the country. Despite the fact that India has the most elevated number of ranchers at present occupied with cultivating at 8,35,000, the nation represents under 1 percent the worldwide market pie which is esteemed at $90 billion out of 2016. As far as absolute region under development, India positions at ninth situation with 1.49 million hectares.

The Indian FMCG sector come a long way since 1950s when it did not witness much of a growth trajectory till the 1980s. FMCG segment was not attractive enough to attract investment due to low purchasing power of consumers, lack of availability of large number of goods and the focus of the government on encouraging small-scale industries. It was not until the 1990s that the

sector saw the beginning of new entrants both domestic and foreign investors as a consequence of deregulation and impetus on encouraging Foreign Direct Investment into the country brought many international players into the fray. As of now, Indian market is retailer-driven and aggregator-fueled and there is a need to make it buyer driven and rancher controlled.

The growth story has continued since the 1990s with brief periods of slowing down. Today it is estimated that the sector will reach US $ 1.1 trillion by 2020 from US $ 840 billion, with an expected growth rate of 20- 25% per year. Growing awareness, changing lifestyle, increased spending power are some of the key drivers of growth of the segment. "The substantial growth of this sector is attributed to an expanding urban population base, rising health concerns, growing consumer spending on food products and deterioration of food quality."

The Industry structure is illustrated below:

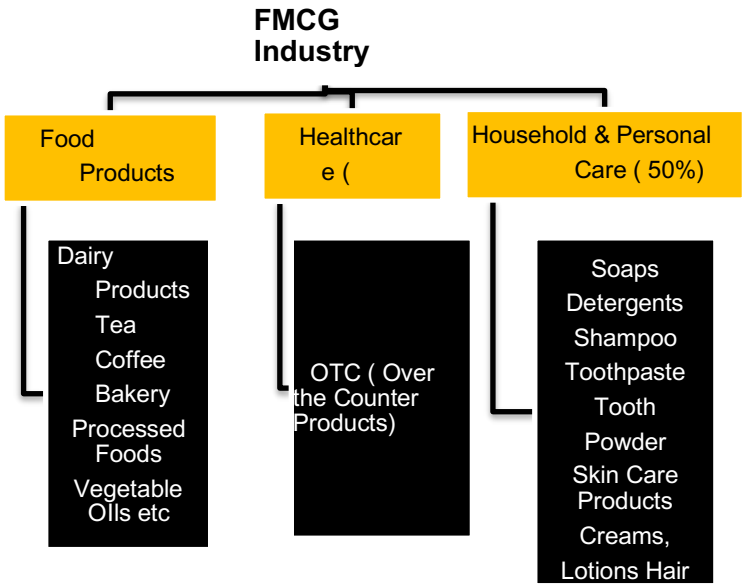


Figure 1: FMCG- Industry Structure in India

Revenue Share in FMCG Goods (Source: IBEF, 2018)

- Food and Personal care account for 2/3rd of the total revenue of FMCG Sector in India.

- Food (19%) is second largest segment after Personal care (23%) .
- In the overall segment of personal care, Herbalproducts are 6 – 7% and are expected to grow by 10% by 2020.
- Beauty , cosmetics and grooming market to be grown by 20-25% reaching US$ 20 billion by 2025

In this study we propose to study consumer's perception, attitude and purchase behavioural intention specifically for green food products that constitute an attractive viable segment (19%) under the FMCGs sector in India/Delhi (NCR).

Review of Literature

The review studies pertaining to consumer behaviour towards green food products is sub-divided and discussed in the table 1 & 2, covering both demographic and psychological influences.

Table 1: Demographic Characteristics

S.No	Parameters/ Variables	Researchers (Year)	Findings
1	Gender	"Lockie et al. 2002; McEachern' and McClean' 2002; Storstad and Bjorkhaug 2003; Davis' et al. 1995; Wandel and Bugge' 1997; Lea' and Worsley' 2005, Magnusson et al. 2001; Byrne et al. 1991"	Women (particularly teenage) seems to be more interested and also buy regularly and much worried about their health.
2	Age	Jolly' 1991; Onyango, 2007.	The buyers of organic food are likely to be young.
		"Wandel and Bugge, 199 7: Thompson' and Kidwell, 1998; von Alvensleben'1998; Fotopoulos' and Krystallis' 2002"	Elder people are more concerned about their health and also willing to pay extra price.

		"Wandel' and Bugge' 1997: Thompson and Kidwell' 1998: von Alvensleben' 1998: Fotopoulos and Krystallis'2002"	Age has a significant association in relation with organic food consumption and it also positively correlated with consumer's attitudes and motives.
		Wandel' and Bugge' 1997:	Young consumers buy due to environmental consideration whereas old consumers buy to deal with their very own health.
		Schobesberger et al' 2008; Arbindra et al.; 2005.	Elder consumers seem to be much serious. But another author found that comparing with the younger respondents; elders were not much inclined to purchase organic food.
		Davies et al. 1995; O'Donovan McCarthy; 2002.	There is no much difference among the age group
3.	Education	"Lockie et al., 2002; Storstad and Bjorkhaug, 2003; Schobesberger et al, 2008, Pellegrini, 2009; Jolly, 1991; Wandel et al 1997; Magnusson et al., 2001; Hill et al, 2002; Wier et al., 2003; Coulibaly et al, 2011"	Higher the education, better the knowledge and awareness. It changes their attitude and Willingness to pay.
		"Byrne et al., 1991; Misra et al, 1991; Buzby and Skees, 1994; Wilkins et al, 1994; Thompson et al, 1998"	In their purchase decision, education did not play a vital role.
		Lea et al 2005; Arbindra et al.' 2005.	Education has a very minimum impact on organic food beliefs.
4	Income	"Torjusen et al., 2001; Dimitri and Dettmann 2012; Grunert and Kristensen, 1991; Magnusson et al., 2001; Schobesberger et al, 2008".	There is positive relationship with consumer's income level. Higher the income greater the consumption. Particularly upper income group households are expected to buy more.
		Fotopoulos and Krystallis, 2002	On contrary to this few lower income groups also seems to be well-established purchasers.
5	Health Consciousness	"Chinnici et al., 2002; Harper and Makatouni, 2002; Mintel, 2003; Millock et al., 2004, Lea and Worsely, 2005; Ankomah	In general _health' is considered as the prime motive for the organic food purchase. Consumers' are moreconcerned

		and Yiridoe, 2006, Biemens, 2009, Chen, 2009, Magnusson et al., 2003"	on health aspect rather than environmental aspect.

Table 2: Psychological Variables Influencing Consumer behaviour

S.No.	Parameters/ Variables	Researchers (Year)	Findings
1.	Environmental Attitude Eco- literacy Eco-Consciousness	Milfont & Duckitt, 2010 Laroche, 1996, 2001; Chan, 1999; Muller & Taylor, 1991; Cheah & Phau, 2011 Ellen, 1994; Strughan& Roberts Bratt, 1999; Shrum, 1995; Zinkhan& Carlson; Jain &kaur, 2004; Mostafa, 2007	Environmental Attitude is linked with Purchase Intention. No marketer can influence purchase intention without building attitude A seven-item scale developed by Laroche to measure Eco literacy Eco literacy has been found in many studies to be a mediating variable in purchasing behavior Eco- consciousness is positively linked to green food product attitude
2.	Subjective norms & Perceived Behavioural Control (As per TPB Model)	Kraft & Goodell, 1993; Newson, 2005; Michaelidou &Hasan, 2008; Kim & Chung, 2011 Dick and Basu's (1994) Ajzen 1991	They suggest that brand loyalty consists of both behavioral and attitudinal components, which are cognitive, affective and conative antecedents. In Subjective norm individuals are more likely to undertake the behavior that is regarded as desirable by significant others.
3	Perceived Value	Chen and Chang (2012)	Perceived value was found to have a positive influence on green purchase intention

4	LTHO	Joreiman; Van Lange and Van Vugt ; 2004	The future oriented individuals and cultures are long-term oriented and tend to protect the natural environment. Future oriented outcomes e.g a cleaner environment that often benefits society as a whole
5	Collectivism	Hofstede ; 1980 Homer and Kahle ; 1988	It is the important dimension of consumer behaviour Individuals are closely linked as part of one or more groups such as family, peers and society Most collectivists are willing to priorities act in an environmentally friendly manner
6	Purchase Intention	Ajzen and Fishbein, 1980	Purchase intentions of individuals have positively affected on the performance of the behavior intended
7	Purchase Behaviour	Wan et al. (2012)	Purchase behaviour of individuals have positive affect on green purchase intention

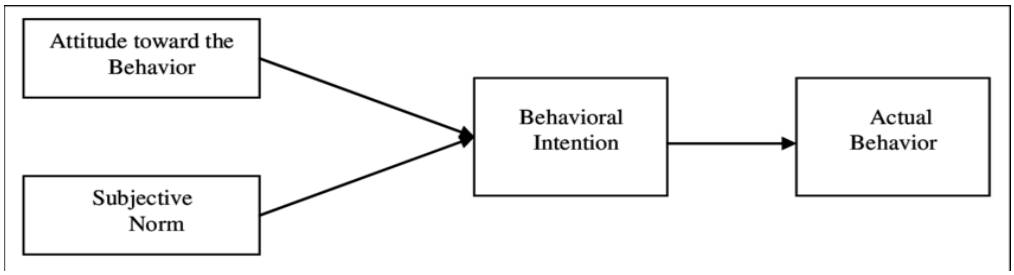
1. 3 Theoretical Framework

Consumer's Purchase intention has been one of the intensive research areas and still continues to attract attention of academicians and researchers, especially for Green Marketing. The intention to purchase is aligned with the precursor of actual purchasing behavior. "This is also based on the most widely acknowledged theory of reasoned action (TRA) and theory of planned behaviour (TPB) that recommends that consumer's behaviour can be predicted from intentions that compare directly in terms of action, target and setting to that consumer behavior" '(Ajzen and

Fishbein, 1980)'. In research purchasing behavior of consumers, several theories have been explicitly or implicitly applied, including (TRA) theory of reasoned action, (TPB) theory of planned behavior & technology acceptance model.

Theory of Reasoned Action (TRA)

TRA depicts the psychological procedure behind conscious human behavior and plans to explore its determinants (Ajzen and Fishbein, 1980). According to the TRA, behavioural intention of an individual affects the performance of his behavior, and his attitudes to behavior and subjective behavioral standards are two precedent factors that determine the behaviour of an individual. Behavioral intention measures "how hard people are willing to try, and how much of an effort they are planning to exert, in order to perform the behaviour" (Ajzen, 1991, p. 181). In general, the behavioural intentions of individuals positively affected on the performance of the behaviour intended. Attitudes toward behavior are assessment of behavior by an individual. Their strong convictions about advantages and expenses of performing the behaviour determine them. The subjective standards of an individual are controlled by his normative beliefs about the feasibility and willingness to follow these beliefs of a behavior evaluated by referent people. In addition TRA expect that external factors such as characteristics of an individual only indirectly affect their behavior by affecting attitudes and subjective norms.



<u>Figure 2:</u> Theory of Reasoned Action

Source: Davis et al'. (1989)

TRA also been used to study consumer attitudes widely in context of eco-friendly/green products (Bang, et.; al, 2000; Hans la et.; al, 2008'). The studies have shown that people's emotional response to a purchase or product affects their attitude and their behavioral intent. These studies likewise give instance of how the TRA is utilized for market goods which structure a strictly economic perspective may not make the most sense.

Theory of Planned Behavior (TPB)

The TPB is TRA's extension. The main difference between TPB and TRA is that it includes perceived behavioral control (Ajzen, 1991). IcekAjzen's Theory of Planned Behavior (TPB) gives a predictive persuasive model linking beliefs and behaviors. In essence, the TPB says that attitude towards a behavior; subjective norms & perceived behavior control (or capacity/self-efficacy for that behavior) will build individual behavior intention and lead to actual behavior.

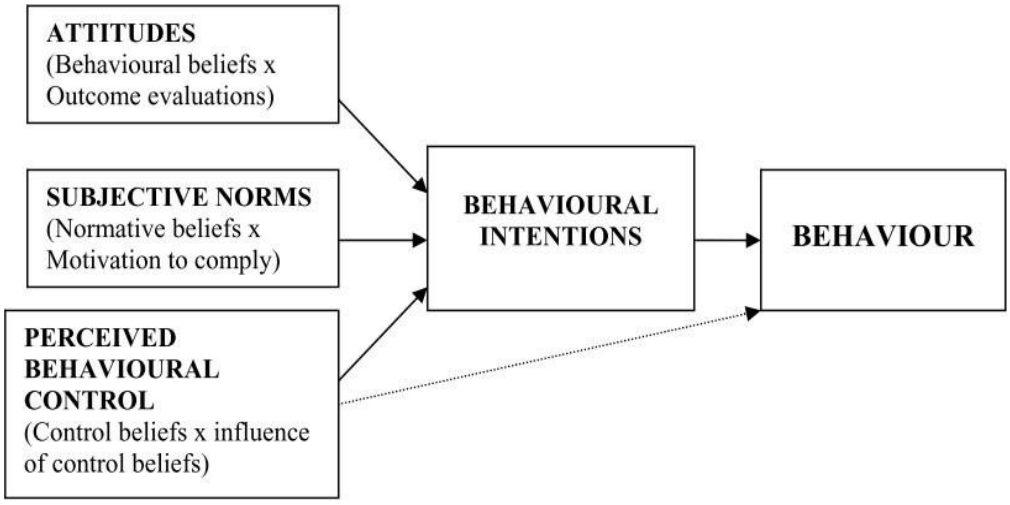


Figure 3: Theory of Planned Behavior

Source: 'Ajzen (1991)'

Consumer's behavior is guided by III sorts of consideration

1. **"Behavioral beliefs or attitudes,"** which is defined as the degree of favorableness (or un-favorableness) of a person's evaluation of a behavior.
2. **"Normative beliefs," or "Subjective Norm**" is the individual perception that approval and disapproval of his behavior by significant others. The direct influencers may be family, friends, colleagues, or immediate proximity neighbors.
3. Control beliefs or **"perceived behavioral control**" is the perception of an individual's ease or difficulty the conduct of interest, linked to resources, opportunities and self-confidence.

In combination, "attitude toward the behavior," "subjective norm," "perceived behavioral control" lead to formation of "behavioral intention". In this study, we looked upon at the TPB framework in the following manner. Following variables were selected for the TPB framework based on the literature review as applicable for the green food products purchase in the Indian context.

Justification for TBP Model

The present study will deal with (GPI) green purchase intention & (GPB) green purchase behavior toward purchasing green food products. It will check applicability of consumers and relative importance of all the factors in relation to building purchase intention and have vital information to target the population.

As the potential market for food product in India is only 19% so there is a wider scope to study the gap.

Research Model

The accompanying research model can be proposed for this study based on the review of literature studies and lines of TPB model.

Figure 4:Research Model (Proposed) for this study

Aim & Objectives

The main aim of this study will be to provide a comprehensive insight into understanding how attitudes, perceived behavioral control and subjective norm relate to intention of green purchases and thereby behaviour. Thus, the applicability and appropriateness of TPB within the green marketing domain will be tested in order to establish the nature (positive or negative) and the statistical significance of the parameters (as shown in proposed research model, Fig. 4)

It will focus on achieving the following objectives: -

1. a. To evaluate the effect of environmental attitude on green food products purchase intention.

   b. To evaluate the effect of subjective norm on green food products purchase intention.

c. To evaluate the effect of Perceived Behavioral Control on green food products purchase intention.

2. To evaluate the effect of Perceived values on green food products purchase intention.
3. To examine the mediating effect of situational variables on relationship of green purchase intentions with green food purchase.
4. To understand the moderating effect of Demographic variables on purchase Intention of green food products
5. To evaluate the effect of cultural values on environmental attitude

Thus, this study will, theoretically speaking, comprehensively ascertain the relevance of extended TPB model (as proposed in study) all together discover the determinant factors influencing the Green Purchase conduct for Food products among consumers in Delhi/NCR. Attitude, Subjective norms & Perceived Behavioral Control have been derived on basis of TPB model. Additionally affordability will also be considered as a variable affecting green consumer behavior.

In addition, the study will assess the relative impact of these determinant factors shaping their 'Attitude' and thereby leading to 'Purchase Intention' & finally 'Purchase Behaviour' for green food products. It will determine relative contributions of Attitude, Subjective norms, and Perceived Behavioral Control factors to intentions of purchasing green food products. It will also decipher attitude-intention gap that deters the consumers in purchase of green food products despite growing popularity, environmental/health consciousness that consumers have in the

metropolitan cities, like Delhi. Practical mainstay of this study will provide rich implications to the stakeholders/marketers mainly on how to create a unique value proposition to develop a favorable attitude and build purchase behaviour for green food products in developing Indian market.

1.4.1 Hypotheses Formulation

The following hypotheses were proposed on basis of TPB assumptions and the literature discussed above:

H_1: Environmental attitude is related to green purchase intention for green food products.

H_2: Subjective norm is related with green purchase intention for green food products.

H_3: Perceived behavioral control is related with green purchase intention for green food products.

H_4: Perceived Value is related to green purchase intention for green food products.

H_5: Purchase Intention is related with green purchase behavior for green food products.

H_6: Situational influences moderate the relationship between purchase intention and purchase behaviour.

H_7: Demographic variables are associated with green purchase intention.

a. Gender is associated with green purchase intention.
b. Age is associated with green purchase intention.
c. Income is associated with green purchase intention.
d. Education is associated with green purchase intention.
e. Occupation is associated with green purchase intention.

Research Methodology

Research Design

"Research design defined as the framework or blueprint for conducting the markets research project" '(Malhotra & Dash;, 2013)'. It provides the basis for research. The research design may be exploratory, descriptive or casual depending on the nature of the study problem.

- **Exploratory research**

It is used to identify nature of problem and explain. It allows the researcher to understand the problem better. According to Zikmund (2000), "The purpose of exploratory research includes, diagnosing a situation, screening alternatives and discovering new ideas". Exploratory research is mainly used when the problem of research is unstructured, unknown or otherwise not absolute. Exploratory research design will involve identification of variables and related constructs specially the cultural dimensions shaping consumers green behavior.

- **Conclusive (Descriptive & Causal research design)**

The two Conclusive research designs are: - Descriptive research & Causal research designs. When problem is structured, descriptive research is used i.e. it answers who, where, what, how and when questions. It is also used to clarify a population's distinctive character or observed fact. According to Zikmund (2000), "Descriptive research studies are based on some previous understating of the nature of the research problem".

Descriptive research will involve deducing inferences about relationship between these variables and constructs and leading to hypothesis formulations.

It's likewise separated into the cross-sectional design & the longitudinal design. The cross-sectional design includes only once collections of data from some random population sample. The longitudinal design includes specific explicit arrangement of samples; population samples

are then over and over measured. A similar sample is estimated over some undefined time frame over and over again. This sample is also known as the panel.

- **Causal research**

The issues are additionally structured in causal research; according (Malhotra& Dash, (2013). "Causal research is more inclined to understand relationship between cause and effect relationships among the stated variables of the studies. The main purpose is to isolate the cause/effect and examine the nature and extent of cause-effect relationships between the variables".

In the present study 'Exploratory' cum 'Descriptive' cum 'Causal' research design would be adopted to present a comprehensive exploration and evaluation of the determinants affecting the Consumer purchase behaviour for green food products.

Sampling Methodology

"The sample is defined as the subgroup of the elements of the total population which is selected for participation in the study" (Malhotra& Dash, 2013).

- **Target population**

"The target population is defined as the collection of elements or objects containing the information sought by the researcher and the inferences to be made".

- **Sampling frame**

Sampling framework represents target populace elements. In present study, sampling frame will consist consumers of Delhi/NCR from whom response will be elicited through administering a questionnaire containing pertinent statement/items related to the main constructs and other information for the study.

- **Sampling Technique**

There are two main categories.,

  - Probability or random sampling
  - Non-probability or non-random sampling

Probability sampling means that every item in the population has an equal chance of being included in sample. "One way to undertake random sampling would be if researcher was to construct a sampling frame first and then used a random number generation computer program to pick a sample from the sampling frame (Zikmund, 2002)".

Non-probability sampling is often associated with case study research design and qualitative research. In this there is no possibility of selection in the sample for some population elements.

In the present study, convenience sampling will be used depending on the consumer's availability and willingness to participate in the survey. As in most consumer related studies, Convenience sampling technique is the tried and tested technique

Sample size

"The sample size refers to the number of subjects which are to be included in the study.

The sample size in this study will be calculated at a 5% margin of error with a confidence level of 95%, assuming a 50% response distribution. . The minimum sample size recommended will therefore be according to calculations".

The formula for calculating the sample size is as: -

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

This is assuming a 50% probable response generation at .05 margin of error.

This will be the minimum sample size (i.e. 385) for the present study.

Questionnaire Used in this Study

The questionnaire developed in lines with adapted questions related to measure the constructs of the study, such as purchase pattern, environmental attitude, subjective norm, perceived behavioral control, perceived value, purchase intention, purchase behavior, collectivism, long-term health orientation and situational influencing factors like price and availability. In addition to these constructs, demographic information green food products will also be included in the questionnaire. All the pertinent scale items for this study would be measured on five point Likert scale and response collected with help of the standardized and adapted self-administered questionnaire. It will be further refined through pilot surveys to remove the vague and ambiguous statement items.

Construct Measure

Table 1: Construct Measures with the survey items and their Sources

Constructs/ Items	Sources
Environmental Attitude • I think purchasing green food products is a good idea • I feel purchase of green food products is plausible on health benefits • I prefer green food products as it will contribute to environmental protection • I feel good when I purchase green food products • I encourage the consumption of green food products to conserve the resources • Consumers should be made to pay higher prices for products, which pollute the environment • I don't mind paying a higher price for green food products	Kim and Han (2010)
Subjective norm • My family thinks that I should purchase green food products instead of normal products • My close friends, who are important to me, think I should purchase green food products • Most people who are important to me would want me to purchase	Chan and Lau (2002)

green food products • If I buy green food products, people close to me will be affected positively on health grounds	
Perceived behavioral control • Whether or not I buy green food products in place of conventional non-green product is completely up to me • I have resources, time and willingness to purchase green food product • I am confident that I can purchase green food product just like the conventional non-green product when I want • I can purchase green food products as I can understand package lables for environmentally safe constitutes • There are likely to be plenty of opportunities for me to purchase green food products	Kim and Han (2010)
Collectivism • I respect the majority's wish especially towards green food consumption • I support my group, whether they are right or wrong towards green food consumption • I respect decisions made by my group on green food consumption • I purchase green food to maintain harmony in my group	Homer and Kahle (1988)
LTHO • I prefer green food products, especially as they are pesticide free • Green food products are healthier and more nutritious than non-green food products • High composition of chemicals in other food products encourages me to prefer green food products	Joreiman, Van Lange and Van Vugt (2004)

The final questionnaire will be arrived through running suitable Reliability checks.

Techniques of Analysis

The data once collected will be subject to data editing and coding for the analysis purpose. Data collected will be analyzed using the latest SPSS 21 statistical software, which helps to analyze and interpret the data in depth for the purpose of the study.

In SPSS, statistical techniques using Descriptive and Inferential statistics covering Independent sample t-test, ANOVA & Regression analysis, etc. will be used to arrive at the objectives of this

study. For determining of purchase intention EFA will be used to further find out different factors.

Contribution of the study

This study will be significant in terms of explaining major factors shaping the attitude and behavioral intention of consumers for green products on the lines of the widely acclaimed TPB model with additional construct items, perceived value and health consciousness. This study will significantly contribute via putting forth important implications to various stakeholders, mainly marketers to understand consumers green purchase behaviour. In addition, the study will attempt to develop a comprehensive 'model for consumers green purchase behaviour' specifically for food products. It will provide insight to the marketers to design specially communication mix by understanding affective norms and emotions. Moreover it will integrate environmental attitude, which is shaping consumer's green purchase intentions and green purchase behavioral.

1.8 Tentative Scheme of Chapterization

Chapter 1: INTRODUCTION

- Introduction
- Background and Problem Statement
- Rationale of the study
- Objectives of the study
- Research Methodology
- Significance of study
- Structure of thesis

Chapter 2: THEORETICAL FRAMEWORK AND LITERATURE REVIEW

- Introduction
- Theoretical Framework & Literature Review
- Review of Literature studies
- Research gaps addressed
- Conclusion

CHAPTER 3: RESEARCH METHODOLOGY

- Introduction
- Objectives & Research Approach
- Research Design
- Sampling Methodology
- Data Collection
- Techniques of Data Analysis

Limitations of the study

Conclusion

CHAPTER 4: ANALYSIS AND FINDINGS

Introduction

Results & Discussions

Summary of Main findings

Conclusion

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

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SHORT SYNOPSIS

On

A Study on the relationship of Consumer Attitude with Behavioural Intention in Green Food Product

BY

SAMRITI MAHAJAN

REGISTRATION No. MRUPD2536

UNDER THE GUIDANCE OF

Dr. Animesh Singh

Dr. RAJAT GERA

1.1 Introduction

lii current scenario, academics. corporate, media. got emment and non-governitiental organizations ii'orc interested in crediting a health› and sustainable ern'ironinont. In current situation. scholastics. corporate. media and goi'erninent and non-legislatix e associations u ere kecn on making a sound and feasiblc condition. The continuous dcterioration of the natural environment has raised tin issue of protecting the natural en iroiiinent, » hich in tuni resulted in ethical consumption mon n as green consumerism" (Moisander, 2007)'. Green usage is pulling more prominent consideration from both academics and practitioners. It has also transformed

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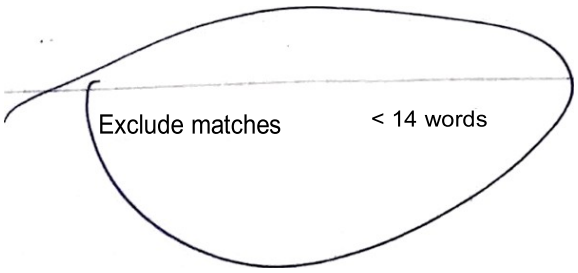
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